

What Shall I Give?



Miscellaneous Xmas Gifts

Cedar Chests, \$4.50 to \$18.00.
 Matting Chests, \$2.75 to \$7.50.
 Oriental Rugs, \$9.00 to \$37.00.
 Portiere Curtains, \$1.75 to \$17.50.
 Table Covers, 43c to \$9.00.
 Couch Covers, 85c to \$8.00.
 Navajo Slumber Robes, \$5.00 to \$13.50.
 Down Comforts, \$5.00 to \$25.00.
 Bath Robe Blankets, \$1.75 to \$4.00.
 Automobile Robes, \$3.00 to \$15.00.
 Lace Bed Sets, \$3.50 to \$16.50.
 Embroidered Sheets and Pillow Cases.
 Woolen Dress Goods, yard, 50c to \$10.00.
 Silks, yard, 25c to \$10.00.
 Leather Traveling Bags, \$5.00 to \$25.00.
 Suit Cases, \$1.00 to \$32.50.
 Trunks, \$5.00 to \$25.00.
 Velvet Bags, \$1.00 to \$22.50.
 Leather Hand Bags, \$1.00 to \$22.50.
 Japanese Art Luncheon Sets and Scarfs, 50c to \$5.00.
 Cluny Linen Pieces, 50c to \$25.00.
 Madeira Emb. Linens, \$1.50 to \$25.00.
 Irish Emb. Linen Bed Sets, \$11.50 to \$25.
 Fancy Small Linens, 50c to \$5.00.
 Lunch Cloths, 75c to \$2.50.

THIS GREAT BIG PERPLEXING QUESTION is best solved at the "POPULAR"—the ideal Christmas Store.—At the best, the selection of gifts for Christmas requires careful thought.—And frequently it develops into a problem that becomes quite trying—particularly when the list of relatives and friends is a long one.—But whether your list be long or short, this advertisement will help you to choose your gifts with the greatest amount of pleasure to yourself and those who receive them.—It simplifies selection and enables you to spend your gift money wisely and well.—This is a real Christmas Store, with stocks of great variety, specially displayed with an idea to make examination and selection with the greatest ease.—The wise Christmas Shopper is the MORNING SHOPPER, for stocks are renewed, and straightened, sales clerks are alert and unharried, crowds are absent—SERVICE is at its best. SHOP IN THE MORNING.

During this busy period will you please take your small parcels with you?

Pretty Silver Novelties at 25c, 50c and 75c

Nail File, Button Hooks, Cuticles, Paper Knives, Shoe Horns, Cream Jars, Pencils, Seals, Stamp Boxes, Tooth Powder Holders, Tooth Brushes, Darners, Blotters, Belle, Wax Holders, Tweezers, Moisteners, Picture Frames, Key Rings, Scissors, Buffers, Talcum Boxes, Curlers, Tape Measures, Hem Gauges, Stilettoes, Baby Rattles, Bib Holders, Vases, Vanity Cases, Cigar Cutters, Glass Holders and Ink Stands.

Leather Goods Ideal Gifts

Folding Cups, leather case, 50c to \$1.50.
 Coat Hangers, leather case, \$1.00 to \$1.50.
 Mirrors, leather case, \$1.00.
 Card Cases, 50c to \$4.50.
 Score Cards, 50c to \$2.50.
 Bill Roll, 50c to \$1.50.
 Jewel Cases, \$1.50.
 Calendars, 25c to \$1.50.
 Writing Cases, \$1.75 to \$2.50.
 Cigar Cases, 25c to \$1.00.
 Collar Boxes, \$1.50 to \$3.50.
 Photo Cases, 50c to \$2.50.
 Flasks, leather cover, \$1.50 to \$4.75.
 Traveling Cases (fitted), \$2.50 to \$18.50.
 Clothes and Hat Brushes (case), 75c to \$3.50.
 Library Sets, 75c to \$1.00.
 Telephone and Engagement Pads, 50c to \$1.50.
 Pullman Slippers, \$2.00.
 Sewing Sets, 50c to \$1.50.
 Tie Racks, 50c.
 Stamp Cases, 25c.
 Playing Cards, leather case, 50c to \$1.00.
 Hasty Line Pads, \$1.00 to \$2.00.
 Laundry List, 50c.



Brass and Metal Novelties

Book Racks, \$2.25 to \$5.00.
 Smokers' Sets, 75c to \$5.00.
 Smokers' Stands, \$2.50 to \$5.00.
 Ink Stands, 50c to \$5.00.
 Desk Sets, \$10.00 to \$20.00.
 Ash Trays, 25c to \$1.50.
 Paper Weights, 50c to \$1.00.
 Pen Trays, 75c to \$1.75.
 Paper Knives, \$1.00 to \$1.50.
 Letter Racks, \$1.00 to \$3.75.
 Tobacco Jars, \$2.00 to \$3.50.
 Photo Frames, \$1.75 to \$3.75.
 Blotters, \$1.00 to \$1.25.
 Calendars, \$1.25 to \$1.75.
 Paper Clips, 85c to \$1.75.
 Stamp Boxes, \$1.00 to \$1.75.
 Paper Files, 75c.
 Twine Boxes, \$1.50.
 Cigarette Jars, \$2.25.
 Pencil Stands, \$1.75.
 Memorandum Tablets, \$2.50.
 Letter Scales, \$3.00.
 Pin Cushions, 25c to \$2.50.
 Jewel Boxes, 25c to \$1.75.
 Candle Sticks, 25c to \$1.50.
 Clocks, \$1.75 to \$3.50.
 Paper Weights, 25c to \$1.00.
 Card Trays, \$1.00 to \$1.75.
 Pin Trays, 25c to \$5.00.
 Match Boxes, 25c to \$4.00.
 Cream Jars, 25c to \$1.00.



EVERY imaginable kind of toy is found in the splendid stock in our basement—mechanical, electric, iron, wood. Games of all sorts—large, strong wagons, automobiles, doll carriages for out-door play. In selecting toys, we avoid the trashy, useless kinds, buying only the strongly made, serviceable ones which will be a lasting pleasure to the boy or girl. One good gift that lasts is worth a half dozen that are quickly broken. DOLLS—Hundreds of beautiful dolls are here for your choice. Large ones and small ones, pretty ones and the comical character dolls—celluloid and bisque—kid body and jointed. We suggest an early choice of the doll, that its Christmas outfit may be completed in time.

Xmas Jewelry and Mesh Bags

Solid Gold Brooches, \$2.00 to \$3.50.
 Fancy Brooches, 25c to \$3.00.
 Belt Pins, 25c to \$3.00.
 Cuff Links, 25c to \$1.50.
 Gold Cuff Links, \$1.50 to \$4.50.
 Bar Pins, 25c to \$2.50.
 Waist and Collar Pin Sets, 50c to \$1.50.
 La Vallieres, 25c to \$10.00.
 Earrings, 25c to \$4.00.
 Silver Bracelets, \$1.50 to \$3.00.
 Gold Filled Bracelets, \$2.00 to \$5.00.
 Solid Gold Bracelets, \$5.00 to \$19.50.
 Silver Rings, 25c to \$1.75.
 Gold Rings, 50c to \$2.50.
 Lockets, 50c to \$3.75.
 Rhinestone, Silver Buckles, 65c to \$3.00.
 Gift and Shoe Buckles, pair, 50c.
 Fancy Hat Pins, 10c to \$3.00.
 Neck Beads, 25c to \$3.50.
 Rhinestone Bandeaux, 75c to \$7.50.
 Rhinestone Braid Pins, 50c to \$3.75.
 Pearl Bandeaux, \$2.50 to \$3.50.
 Men's Cuff Links, 50c to \$5.00.
 Men's Tie Pins, 25c to \$3.00.
 Tie Clasps, 50c to \$2.50.

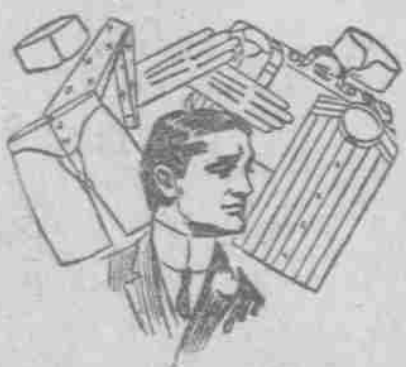
MESH BAGS

German Silver, \$1.00 to \$2.50.
 Sterling Silver, \$2.00 to \$3.75.
 Children's German Silver, 25c to \$1.50.
 Silver Chatelaines, \$4.50 to \$12.50.
 Initial Letters, 25c to 50c.



Things to Wear For Women and Girls

Fur Sets, \$1.95 to \$500.00.
 Fur Muffs and Scarfs, \$2.50 to \$125.00.
 Silk Kimonos, \$3.95 to \$37.50.
 Silk Petticoats, \$1.95 to \$25.00.
 Women's Bath Robes, \$2.95 to \$12.50.
 Fancy Waists, \$2.95 to \$42.50.
 Pony Skin Coats, \$39.50 to \$106.00.
 Hudson Seal Coats, \$27.50.
 Near Seal Coats, \$23.75 to \$150.00.
 Fine Velour Coats, \$23.75 to \$79.50.
 Novelty Cloth Coats, \$9.50 to \$42.50.
 Japanese Mandarin Coats, \$8.95 to \$27.50.
 Japanese Silk Kimonos, \$12.50 to \$27.50.
 Women's Umbrellas, \$1.00 to \$12.50.
 Women's Sweaters, \$1.45 to \$15.00.
 Women's Hand Made Lingerie, separate pieces, \$1.50 to \$20.00; sets, \$17.50 to \$48.00.
 Women's Silk Hose, 35c to \$4.50.
 Women's Lisle Hose, 25c to 75c.
 Women's Italian Silk Undergarments, \$1.50 to \$5.00.
 Macreone, Flat Venise and Plauen Lace Collars, 75c to \$5.00.
 Irish Hand Crochet Collars and Collar and Cuff Sets, \$3.50 to \$18.00.
 Robespierre Collars, all kinds, 25c to \$3.50.
 Fancy Bows, all kinds, 25c to \$1.00.
 Hair Bandeaux, 50c to \$2.50.
 Women's anillars, 25c to \$1.50.
 Breakfast Caps, \$1.75 to \$5.00.
 Opera Caps, \$4.50 to \$8.00.
 Opera Scarfs, \$1.00 to \$17.50.
 Automobile Veils, 75c to \$3.50.
 Marabout Sets, \$8.50 to \$27.50.
 Kid Gloves, \$1.00 to \$4.50.
 "Comfy" Slippers, \$1.00 to \$1.50.
 Crochet Slippers, 50c to \$1.25.
 Fur Trimmed Slippers, \$1.00 to \$1.50.
 Felt Romeos, \$1.50.



Things to Wear For Men and Boys

Men's Suits and Overcoats, \$12.50 to \$40.
 Men's Bath Robes, \$3.50 to \$15.00.
 Smoking Jackets, \$4.50 to \$12.50.
 Fancy Vests, \$1.50 to \$7.00.
 Men's Pajamas, \$1.00 to \$10.00.
 Men's Sweaters, \$1.00 to \$8.50.
 Men's Dress Gloves, \$1.00 to \$2.50.
 Automobile Gloves, \$1.50 to \$5.00.
 Men's Linen Hdkfs., 12 1/2c to 75c.
 Men's Neckwear, 25c to \$3.00.
 Men's Silk Sox, 25c to \$2.50.
 Men's Lisle Sox, 25c to 50c.
 Combination sets, tie, hose and kerchief to match, \$1.25 to \$2.00.
 Combination set, tie and hose, 75c to \$1.25.
 Velvet Collar Bags, 75c to \$2.50.
 Velvet Hdkf. Cases, 75c to \$1.50.
 Men's Reefers and Mufflers, 25c to \$4.00.
 Men's Full Dress Protectors, 75c to \$4.00.
 Men's Jewelry, 25c to \$5.00.
 Men's Fancy Suspenders, 50c up.
 Men's Shirts, \$1.00 to \$3.50.
 Men's House Slippers, \$1.00 to \$2.50.
 Men's Felt Slippers, \$1.00 to \$1.50.
 Boys' Suits, \$3.00 to \$18.50.
 Little Boys' Fancy Suits, \$3.00 to \$10.00.
 Boys' Blouses, 60c to \$1.00.
 Boys' Sweaters, 95c to \$4.00.
 Boys' Felt Hats, 50c to \$3.00.
 Boys' Beaver Hats, \$1.25 to \$2.50.
 Boys' Bath Robes, \$1.25 to \$3.50.
 Boys' Pajamas, \$1.00 to \$1.50.
 Boys' Suspenders, 25c to 75c.
 Boys' Neckwear, 25c to 50c.
 Boys' Handkerchiefs, 5c to 25c.
 Boys' Mufflers, 25c to 50c.
 Boys' Goggles and Dress Gloves, 50c to \$1.50.
 Boys' Wool Gloves, 25c and 50c.
 Novelty Play Suits, \$1.25 to \$3.50.
 Boys' Belts, 25c to \$1.00.
 Boys' Gloves, Ties, Suspenders and Handkerchiefs put up in Christmas Boxes.

Parisian Ivory and Genuine Ebony

PARISIAN IVORY
 Hand Mirrors, 50c to \$10.00.
 Hair Brushes, \$2.50 to \$4.00.
 Dressing Combs, 50c to \$1.00.
 Pin Boxes, 50c to \$2.50.
 Military Brushes, pair, \$7.50 to \$8.50.
 Hair Receivers, 50c to \$1.75.
 Picture Frames, 50c to \$5.00.
 Soap Dishes, 50c to 75c.
 Puff Boxes, \$1.00 to \$2.50.
 Shoe Horns, Button Hooks, Talcum Boxes, Cuticle Knives, Files, each, 25c to 50c.
 Glove Boxes, \$7.50.
 Handkerchief Boxes, \$7.00.
 Hat Pin Holders, 75c to \$3.00.
 Writing Sets, \$12.50.
 Perfume and Smelling Salts Bottles, \$1.75 to \$6.00.
 Clothes Brushes, \$3.00 to \$4.00.

GENUINE EBONY
 Hat Brushes, \$1.50 to \$2.50.
 Tooth Brush Racks, 25c.
 Hair Pin Holders, 75c.
 Nail Buffers, 50c to \$2.50.
 Toilet Sets, in case, \$3.75 to \$11.00.
 Nail Buffers, 50c to 65c.
 Button Hooks, Curling Irons, Cuticle Knives, Letter Openers, each, 25c.
 Military Brushes, pair, \$2.00 to \$5.00.
 Hand Mirrors, \$1.50 to \$2.25.
 Shaving Brushes, 50c.
 Hair Brushes, \$1.00 to \$3.75.
 L. T. Brushes, 50c to 75c.
 Clothes Brushes, \$1.00 to \$2.00.
 Toilet Sets in cases, \$2.50 to \$6.50.
 Manicure Sets in cases, 50c to \$16.50.
 Cretone Tourist Cases, 25c to \$3.00.

Art Novelties, Fine Perfumes, Etc.

Pretty finished articles of silk, art linen, cretonne, tapestry, etc., shown in the Art Department.
 Hat Pin Holders, 25c to 50c.
 Hair Pin Receivers, 25c to 50c.
 Hair Receivers, 50c.
 Fancy Pin Cushions, 15c to \$7.50.
 Doll Pin Cushions, 25c to 75c.
 Novelty Racks, 50c.
 Needle Cases, 25c to \$3.50.
 Basket Pin Cushions, 50c to \$1.00.
 Sachet Bags, 25c to 50c.
 Laundry Lists, 50c to \$1.00.
 Sewing Cases, 50c to \$1.50.
 Thread Racks, 25c to 50c.
 Leg Pin Cushions, 50c to \$1.50.
 Japanese Willow and Bamboo Baskets of all sorts, 50c to \$7.50.
 Darning Bags, 25c to \$1.00.
 Opera Glass Bags, 65c to \$2.50.

Laundry Bags, 50c to \$4.50.
 Sofa Pillows, \$1.00 to \$12.00.
 Table and Dresser Scarfs, 75c to \$7.50.
 Centerpieces, \$1.25 to \$12.00.
 Library Table Mats, \$6.50 to \$8.50.
 Fancy Tapestry Sets and Odd Pieces, 50c to \$4.50.
 Emb. Hand Bags, \$1.25 to \$7.00.
 Fine quality perfumes and toilet waters made by the best of American and European perfumers. In bulk or in fancy holiday packages.
 Richard Hudnut, Mary Garden, Palmer's, Superba, Houbigant, Ed. Pinaud, Colgate, Ricksecker, Roger & Gallet, L. F. Fiver, and a very complete line Vantine's imported Japanese perfumes and toilet preparations—25c to \$8.00.
 Colgate's combination holiday packages of toilet soaps and preparations.

Both Christmas Suggestions and Underpriced Offerings in Suits, Coats, Sweaters and Blanket Robes



Best Line of Tailored Suits At the Lowest Prices

WE MAKE the above claim, and our stocks fully back up the statement. We have heard time and time again this season that our Tailored Suits at popular prices possess more style, are better tailored, and of the best materials, of any shown in the entire city. So come and see them next week. We feature four especially strong lines at unequalled prices.

\$12.50, \$15.00, \$17.50 & \$25.00

ALL PURE WOOL SWEATER COATS

IF WE were looking for an endless task we'd begin tabulating the uses to which a sweater coat might be put. But, every person has his or her way of making this unique garment answer one or many purposes. Outdoors, indoors, at home, or visiting, it can be depended upon to answer most any requirement. These sweater coats we show at these prices come in all the wanted plain colors and white, blazer stripes, etc., (including the "Marianne"—the aristocrat of knitted coats)—class alongside of smart suits, hats and other wearables that well dressed people appreciate. They're exceptionally clever and exceedingly good and are matchless values at

\$1.45, \$1.95, \$2.45, \$2.95, \$3.45 up to \$14.50

The Popular
 DRY GOODS CO. INC.

Wonderful Stock of Coats Attractively Priced

THIS HOUSE received during November the largest shipments of Coats we have ever had at any time. Hundreds upon hundreds of Black, White, Colored and Novelty Coats were received, so as to be able to meet every demand. Never before have we sold so many coats, and never before has our stock been so complete. We feature five excellent lines at matchless prices.

\$9.50, \$12.50, \$15, \$17.50, \$22.50

BLANKET ROBES FOR GIFTS

FRIDAY we opened up an express shipment of 100 handsome Blanket Robes. These garments are of unusual style and exceptional value. Blanket Robes are in demand for cool weather as well as for suitable Christmas gifts to women and misses. The assortment we show is a varied assortment of colors and sizes to meet all requirements. Make it your business to see these Monday, and you will not fail to make a most satisfactory selection. You will surely find the Robe you have been looking for in this beautiful lot. Absolutely the best values we have ever offered at like prices. This is a department of activities, always crowded with shoppers hunting for new styles, "Popular" specials

\$2.95, \$3.95 and \$4.95



Sterling Silver Ware

Comb and Brush Sets, \$6.50 to \$12.50.
 Comb, Brush and Mirror, \$12.50 to \$27.50.
 Manicure and Toilet Sets, \$27.50 to \$45.
 Manicure Sets, \$2.50 to \$8.50.
 Whisk Brooms, \$1.00 to \$2.00.
 Comb, Sterling Back, \$1.00 to \$2.50.
 Soap Boxes, \$1.00.
 Napkin Rings, \$1.00 to \$2.50.
 Hat Pin Holders, \$1.50 to \$3.50.
 Memorandum Books, 85c to \$1.00.
 Grip Tugs, 50c to \$1.00.
 Hair Brushes, \$3.50 to \$12.50.
 Mirrors, \$7.50 to \$12.50.
 Puff Boxes, \$3.50 to \$5.50.
 Hair Receivers, \$2.50 to \$7.50.
 Hat Brushes, \$1.00 to \$1.75.
 Clothes Brushes, \$2.50 to \$3.75.
 Military Brushes, pair \$5.50 to \$7.00.
 Infants' C. & B. Sets, \$2.50 to \$3.75.
 Vanity Cases, \$5.00 to \$14.00.
 Shaving Mug and Brush, \$7.00 to \$8.50.
 Bonbon Dishes, \$2.50 to \$5.00.
 Individual Salt Sets, \$2.00 to \$5.50.
 Almond Sets, \$13.00 to \$19.50.
 Salt and Pepper, pair, 75c to \$3.75.
 Babies' Cups, \$2.25 to \$2.50.
 Infants' Knife and Fork, \$1.25 to \$2.50.
 Sewing Sets, \$1.75 to \$4.00.
 Picture Frames, 25c to \$7.50.
 Scissors, 50c to \$1.50.
 Pin Cushions, 75c to \$1.50.
 Vases, 50c to \$2.50.
 Bodkin Sets, 75c to \$1.00.
 Match Boxes, \$1.00 to \$3.00.
 Key Rings, 50c to 75c.
 Babies' Rattles, 50c to \$1.75.